



CITY OF LODI COUNCIL COMMUNICATION

M

AGENDA TITLE: Public Hearing to consider adoption of resolution levying annual (2006) assessment for the Lodi Tourism Business Improvement District and confirming the Lodi Tourism Business Improvement District 2006 Annual Report (as approved by Council March 15, 2006)

MEETING DATE: March 29, 2006

PREPARED BY: Management Analyst, City Manager's Office

RECOMMENDED ACTION: Conduct Public Hearing to consider adoption of resolution levying annual (2006) assessment for the Lodi Tourism Business Improvement District and confirming the Lodi Tourism Business Improvement District 2006 Annual Report (as approved by Council March 15, 2006)

BACKGROUND INFORMATION: The Lodi Tourism Business Improvement District 2006 Annual Report was presented and approved by the City Council on March 15, 2006. The Council established March 29, 2006 as the Public Hearing date during which time the public would have an opportunity to present written or oral protests to the assessment being proposed. The format and manner of protests shall comply with Streets And Highways Code Sections 36524 and 36525. The Public Hearing is established pursuant to Section 36535 of the California Streets and Highways Code.

Pursuant to Lodi Municipal Code chapter/section 12.07.080: *All of the assessments imposed pursuant to this chapter shall be reviewed by the City Council annually, based upon the annual reports prepared by the advisory board appointed pursuant to this chapter and Sections 36530 and 36533 of the California Streets and Highways Code. The annual report shall include a budget for operations and a detailed identification of the marketing efforts to be undertaken by the LTBD for the ensuing calendar year. (Ord. 1753§ 1 (part), 2004)*

Streets and Highway Code 36535 (c) states: *At the conclusion of the public hearing, the City Council may adopt a resolution confirming the report as originally filed or as changed by it. The adoption of the resolution shall constitute the levy of an assessment for the fiscal year referred to in the report.*

FISCAL IMPACT: The Lodi Tourism Business Improvement District was established in order to administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the city of Lodi. Funding from the assessment is projected to raise \$177,328 for the LTBD during the City's 2005-06 fiscal year. The City's administration fee will be approximately \$8,866. As hotel rooms are added with anticipated development, these revenues will increase accordingly.

APPROVED: 
Blair King, City Manager

FUNDING AVAILABLE: As collected by the City on behalf of the LTBD. A 5% administrative fee is retained for collection services.



Ruby Parste, Interim Finance Director



Janet L. Hamilton
Management Analyst

Attachments

cc: Nancy Beckman, LTBD Executive Director

Lodi Tourism Business Improvement District
Levy of Annual Assessment
2006

Lodi Municipal Code:

12.07.090 Levy of assessment-Amount

The proposed LTBID will include all hotels within the city of Lodi. The assessment shall be levied on all hotels, existing and future, within the city of Lodi based upon **three percent of the gross short term room rental revenue**. Except where funds are otherwise available, an assessment will be levied annually to pay for the improvements and activities within the area and will be collected quarterly based on **three** percent of the gross short term room rental revenues for the previous quarter. **New** hotels within the boundaries will not be exempt from the levy of assessment pursuant to Section 36531 of the California Streets and Highways Code. Assessments pursuant to the LTBID shall not be included in gross room rental revenue for purpose of determining the amount of the transient occupancy tax. (Ord. 1753 § 1 (part), **2004**)

The following hotels are currently included in the LTBID. Any new establishments to open in the future will be included as well:

Wine & Roses
~~Del~~ Rancho Motel
The Holiday Inn Express
Star Hotel
Budget Inn of Lodi
Comfort Inn - Lodi
Lodi El Rancho Motel
Modern Motor Lodge
Wine Country Inn
Rancho Grande Motel
Traveler's Hotel
Viking Motel
Royal Host Inn
Economy Inn
Main Hotel

RESOLUTION NO. 2006-46

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF LODI CONFIRMING THE 2006 ANNUAL REPORT
FOR THE LODI TOURISM BUSINESS IMPROVEMENT
DISTRICT AND LEVY OF ASSESSMENT

WHEREAS, the Lodi Tourism Business Improvement District was established October 20, 2004, by Council adoption of Ordinance No. 1753; and

WHEREAS, the Annual Report, as required by Streets and Highways Code §36500, has been submitted to the City Council by the Board of Directors of said Improvement District; and

WHEREAS, a public hearing was held as required by Streets and Highways Code §36534 on March 29, 2006, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 6:00 p.m., or as soon thereafter as possible, to consider protests to the assessment levy.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

- 1) That the required public hearing was duly held, at which time the public was allowed to present written or oral protests to the levy of assessment for Lodi Tourism Business Improvement District.
- 2) That a majority protest as defined in the Streets and Highways Code §36525 was not made.
- 3) That the 2006 Annual Report, as submitted on March 15, 2006, by the Board of Directors of the Lodi Tourism Business Improvement District to the City Council, is hereby confirmed as originally filed (attached as Exhibit A).
- 4) That the confirmation of the report and adoption of this resolution constitutes the levy of the assessment as contained in the Annual Report for the calendar year 2006.

Dated: March 29, 2006

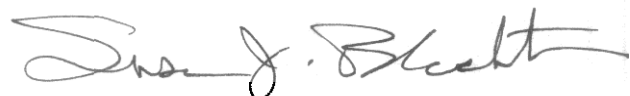
I hereby certify that Resolution No. **2006-46** was passed and adopted by the City Council of the City of Lodi in a special meeting held March **29, 2006**, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Johnson, Mounce, and
Mayor Hitchcock

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – Beckman

A handwritten signature in black ink, appearing to read "Susan J. Blackston", written in a cursive style.

SUSAN J. BLACKSTON
City Clerk

EXHIBIT A

Lodi Tourism Business Improvement District

Method of Assessment: The LTBD includes hotels/lodging facilities within the city of Lodi. Each lodging facility within the district shall be assessed 3% of the gross room rental revenue. Rentals (stays) lasting over 30 days are not subject to the assessment. The assessment is levied on an annual basis and collected quarterly.

Assessment Funding Purpose: To administer marketing programs to promote Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the city of Lodi.

2006 Work Plan (Exhibit A)

For the purpose of the Annual Report presentation, we have broken our 2006 work plan into 4 project areas:

- Marketing
 - Press & Media Relations
 - Customer Service & Hospitality
 - Advocacy/Other

2006 LTBD Budget

Program Areas	Description	Budget
2006 Revenues:		
BID Assessment		\$165,000.00
City of Lodi		\$123,500.00
Donation		\$9,000.00
Total Projected Revenues		\$297,500.00
2006 Expenditures By Program Area:		
Marketing	Advertising, Tradeshows, Direct Mail, Solicitation, FAM Tours	\$184,957.00
Press & Media Relations	Bi-Annual Press Trips, Media Day	\$28,442.00
Customer Service & Hospitality	Visitor Info Mailings, Website, Visitor Publications, Hotel Brochure Distribution	\$70,486.00
Advocacy/Other	Advocacy, Newsletter	\$13,615.00
Total Projected Expenses		\$297,500.00
2006 Projected Net Carryover		\$0.00
2005 Net Carryover	Retained for construction costs at new office location	\$37,727.70

Exhibit A

**Lodi Conference & Visitors Bureau
2006 Work Plan**

Marketing/Promotion Activities

Leisure Market

Targeted Advertising: In addition to the Annual California Visitor Guide ad and bi-annual ads in the Sacramento Visitor Guide, monthly advertisements will be placed in Diablo and Sacramento Magazines. All advertising will include a response measure for tracking purposes and all advertisements in the Sacramento/Bay Area will be coordinated with a direct mail campaign.

Direct Mail Campaign: Quarterly marketing flyers will be mailed to individuals from our database that fall within the targeted magazine advertisement distribution areas.

Trade Shows: LCVB staff will attend two travel trade shows (Bay Area and Sunset Travel Shows) geared toward the leisure travel market. Whenever possible, additional representatives from the Lodi area will attend. All leads will be tracked and a database of contacts will be maintained for future marketing opportunities.

Taste of Lodi: The LCVB in conjunction with Wine & Roses and Jewel Winery will produce this annual signature event to 1.) Draw in visitors and 2.) Showcase and market Lodi as a wine country tourism destination.

LodiView: Continue offering LodiView as a monthly e-publication highlighting events and activities of interest to the tourist. A goal will be to increase distribution by 15%.

Group Market

Tradeshows: The Lodi Conference & Visitors Bureau will attend three ~~trade/sales shows~~ created for the group market: The California Society of Association Executives (Cal SAE), the National Tour Operator Travel & Tourism Exchange and the California Travel Industry California Travel Market appointment show. All sales leads will be followed up on and added to our database for future marketing opportunities.

Fam Tours: The Lodi CVB will host a minimum of three tours to group sales leaders to familiarize them with Lodi as a tourism destination.

Direct Mail Campaign: Quarterly ~~flyers/brochures~~ will be mailed to group sales decision makers to reinforce the Lodi tourism message.

Sponsorships: Sponsorships at tradeshow ~~will~~ be utilized (when appropriate and as funding allows) as a method by which to introduce the group market to Lodi as a destination.

Press and Media Relations

Press Trips: Two group press trips ~~will~~ be held each year as a way to increase PR for Lodi as a tourism destination. Travel writers for tourism trade publications, lifestyle magazines and newspapers will be the focus.

Media Day: The LCVB will hold an annual Media Day designed to build and strengthen television media relations while educating the media with regards to Lodi as a tourism destination.

Customer Service/Hospitality

Visitor Information Packets: Visitor information will be distributed on request to individuals or groups. In 2006, an estimated 1800 requests for information will be filled.

Website: The visitlodi.com website will be maintained and updated as necessary. The goal of the website is twofold: 1.) To educate and create awareness of Lodi as a visitor destination and to 2.) Provide the highest degree of customer service by ensuring that visitor information is complete, up-to-date and easily accessible.

Visitor Publications: The LCVB will develop and maintain a number of publications geared to increase availability of visitor information.

- **Community Book:** 6,000 copies of the Community Book (Visitor Guide) will be distributed in 2006. The book which is designed to showcase Lodi to potential visitors and tourists is currently distributed to hotels/wineries and other tourist attractions. It is the main marketing piece for the LCVB and is mailed upon request and distributed at travel trade shows. The book has an estimated 18 month shelf-life.
- **Festival & Events Calendar:** The LCVB will produce and distribute a minimum of 1,500 Festival & Events Calendars. The calendar, produced annually, is a quick reference to events in the Lodi area and is distributed at the hotels, tradeshow, and in visitor information packets.
- **Visitor Attraction Map & Guide:** In 2006 the Lodi CVB will produce a Visitor Attraction Map & Guide. The map will come in a "pad", and will be distributed to hotels and other attractions to utilize when visitors are

looking for directions to attractions. The map will be designed to fold into a brochure so that it can be used in a card rack or as a self-mailer.

- **Meeting Facilities Brochure:** Produced in-house, the Meeting Facilities Brochure is designed to provide information to potential consumers on event facilities.

Hotel Brochure. Distribution. LCVB staff will provide a monthly brochure distribution service to Lodi hotels. The goal is to ensure that visitor information is widely available and easily accessible to guests.

Advocacy/Other Services

Advocacy: The Lodi Conference & Visitors Bureau desires to support the local lodging industry as well as other hospitality/tourism venues and organizations. Advocacy on tourism related issues are at the discretion of the Board of Directors

Newsletter: A minimum of three newsletters will be distributed to local constituents and individuals vested in the tourism industry as a way to inform the public as to the programs and services undertaken by the Conference & Visitors Bureau.

PROOF OF PUBLICATION

(2015.5 C.C.C.P.)

STATE OF CALIFORNIA

County of San Joaquin

I am a citizen of the United States and a resident of the county aforesaid: I am over the age of ~~eighteen years~~ and not a party to or interested in the above entitled matter. I am the principal clerk of the printer of the Lodi News-Sentinel, a newspaper of general circulation, printed and published daily except Sundays and holidays, in the City of Lodi, California, County of San Joaquin and which newspaper had been adjudicated a newspaper of general circulation by the Superior Court, Department 3, of the County of San Joaquin, State of California, under the date of May 26th, 1953. Case Number 65990; that the notice of which the annexed is a printed copy (set in type not smaller than non-pareil) has been published in each regular and entire issue of said newspaper and not in any supplement thereto on the following dates to-wit:

March 21st

all in the year 2006

I certify (or declare) under the penalty of perjury that the foregoing is true and correct.

Dated at Lodi, California, this 21st day of March 2006.

Signature

This space is for the County Clerk's Filing Stamp

Proof of Publication of
Resolution No. 2006-43
A Resolution of the Lodi City Council Approving the
Lodi Tourism Business Improvement District 2006
Annual Report; Declaring Its' Intention to Levy Annual
Assessment and establishing Public Hearing Date

RESOLUTION NO. 2006-43

A RESOLUTION OF THE LODI CITY COUNCIL APPROVING THE LODI TOURISM BUSINESS IMPROVEMENT DISTRICT 2006 ANNUAL REPORT; DECLARING ITS' INTENTION TO LEVY ANNUAL ASSESSMENT, AND ESTABLISHING PUBLIC HEARING DATE

WHEREAS, the Lodi Tourism Business Improvement District was established October 20, 2004, by Council adoption of Ordinance No. 1753, and as amended by Ordinance 1756: and

WHEREAS, the Annual Report as required by Streets and Highways Code §36500 et seq., has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. The 2006 Annual Report is hereby received and approved as submitted, said Report being on file in the City Clerk's Office

2. Establishes March 29, 2006, in the City Council Chambers, at Carnegie Forum, 305 West Pine Street, Lodi, California, at 6:00 p.m., or as soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highway Code §36534.

3. It is the intention of the City Council to levy and collect assessments within the Lodi Tourism Business Improvement District for calendar year 2006 (the Area's fiscal year).

4. The proceeds from the Lodi Tourism Business Improvement District assessment shall be used to administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the City of Lodi. The boundaries of the Lodi Tourism Business Improvement District shall be the boundaries of the City of Lodi. Refer to the Report on file in the Lodi City Clerk's office for a full and detailed description of the improvements and activities, boundaries, and proposed assessments for the 2006 fiscal year.

5. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code §§36524 and 36525.

Dated: March 15, 2006

I hereby certify that Resolution No. 200643 was passed and adopted by the City Council of the City of Lodi in a regular meeting held March 15, 2006, by the following vote:

AYES: COUNCIL MEMBERS - Hansen, Johnson, and Mounce

NOES: COUNCIL MEMBERS - None

ABSENT: COUNCIL MEMBERS - Mayor Hitchcock

ABSTAIN COUNCIL MEMBERS - Beckman

SUSAN J. BLACKSTON
City Clerk
March 21, 2006 - 05511652

5511652



***Please immediately confirm receipt
of this fax by calling 333-6702***

CITY OF LODI
P. O. BOX 3006
LODI, CALIFORNIA 95241-1910

ADVERTISING INSTRUCTIONS

SUBJECT NOTICE OF PUBLIC HEARING on March 29, 2006 to consider Lodi Tourism Business Improvement District levy of proposed assessment for fiscal year 2006 and confirmation of Annual Report.

LEGAL AD

PUBLISH DATE: March 18, 2006

TEAR SHEETS WANTED: Three (3) please


SEND AFFIDAVIT AND BILL TO: SUSAN BLACKSTON, CITY CLERK
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910

DATED: March 16, 2006

ORDERED BY: SUSAN J. BLACKSTON
CITY CLERK

JENNIFER M. PERRIN, CMC
DEPUTY CITY CLERK

JACQUELINE L. TAYLOR, CMC
DEPUTY CITY CLERK


DANA R. CHAPMAN
ADMINISTRATIVE CLERK

Verify Appearance of this Legal in the Newspaper – Copy to File

LNS  Faxed to the Sentinel at 369-1084 at 1100 (time) on 3/16/06 (date) 2 (pages)
Phoned to confirm receipt of all pages at 230 (time) JLT DRC JMP (initials)

NOTICE OF PUBLIC HEARING

RESOLUTION NO. 2006-43

A RESOLUTION OF THE LODI CITY COUNCIL APPROVING THE
LODI TOURISM BUSINESS IMPROVEMENT DISTRICT 2006 ANNUAL
REPORT; DECLARING ITS' INTENTION TO LEVY ANNUAL
ASSESSMENT, AND ESTABLISHING PUBLIC HEARING DATE

=====

WHEREAS, the Lodi Tourism Business Improvement District was established October 20, 2004, by Council adoption of Ordinance No. 1753. and as amended by Ordinance 1756; and

WHEREAS, the Annual Report as required by Streets and Highways Code 536500 et seq., has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. The 2006 Annual Report is hereby received and approved as submitted, said Report being on file in the City Clerk's Office.
2. Establishes March 29, 2006, in the City Council Chambers, at Carnegie Forum, 305 West Pine Street, Lodi, California, at 6:00 p.m., or as soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highway Code 536534.
3. It is the intention of the City Council to levy and collect assessments within the Lodi Tourism Business Improvement District for calendar year 2006 (the Area's fiscal year).
4. The proceeds from the Lodi Tourism Business Improvement District assessment shall be used to administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the City of Lodi. The boundaries of the Lodi Tourism Business Improvement District shall be the boundaries of the City of Lodi. Refer to the Report on file in the Lodi City Clerk's office for a full and detailed description of the improvements and activities, boundaries, and proposed assessments for the 2006 fiscal year.
5. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code §§36524 and 36525.

Dated: March 15, 2006

=====

I hereby certify that Resolution No. 2006-43 was passed and adopted by the City Council of the City of Lodi in a regular meeting held March 15, 2006, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Johnson, and Mounce
NOES: COUNCIL MEMBERS – None
ABSENT: COUNCIL MEMBERS – Mayor Hitchcock
ABSTAIN: COUNCIL MEMBERS – Beckman



SUSAN J. BLACKSTON
City Clerk



DECLARATION OF MAILING

PUBLIC HEARING on March 29, 2006 to consider Lodi Tourism Business Improvement District levy of proposed assessment for fiscal year 2006 and confirmation of Annual Report.

On March 16, 2006, in the City of Lodi, San Joaquin County, California, I deposited in the United States mail, envelopes with first-class postage prepaid thereon, to consider Lodi Tourism Business Improvement District levy of proposed assessment for fiscal year 2006 and confirmation of Annual Report.

There is a regular daily communication by mail between the City of Lodi, California, and the places to which said envelopes were addressed.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on March 16, 2006, at Lodi, California.

ORDERED BY:

**SUSAN BLACKSTON
CITY CLERK, CITY OF LODI**

ORDERED BY:

JENNIFER M. PERRIN, CMC
DEPUTY CITY CLERK

A handwritten signature in dark ink, appearing to read "Dana R. Chapman", is written over a horizontal line.

DANA R. CHAPMAN
ADMINISTRATIVE CLERK

JACQUELINE L. TAYLOR, CMC
DEPUTY CITY CLERK

Lodi Tourism Business Improvement District Advisory Board

Members:

Tabbtha Freytag
Wine and Roses Country Inn
2505 W. Turner Road
Lodi, CA 95242
(209) 334-6988

Beth Kim
Comfort Inn
118 N. Cherokee Lane
Lodi, CA 95240
(209) 367-4848

Sonny Patel
Wine Country Inn
607 S. Cherokee Lane
Lodi, CA 95240
(209) 368-2707

Sunil Yadav
Modern Motor Lodge
1050 S. Cherokee Lane
Lodi, CA 95240
(209) 333-8844

Mary Wallace
Frames and Fine Things
18 W. Pine Street
Lodi, CA 95240
(209) 333-1246

Kelli Mettler
Lodi Conference and Visitors Bureau
2545 W. Turner Road
Lodi, CA 95242
(209) 365-1195

Betty Hansen
Jewel Fine Wines
3750 E. Woodbridge Road
Woodbridge, CA 95258
(209) 340-8521

Liaison:

Jim Krueger, Finance Director
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910
(209) 333-6761

Also mail agendas to:

Nancy Beckman, Executive Director
Lodi Conference and Visitors Bureau
2545 W. Turner Road
Lodi, CA 95240
(209) 365-1195

*109e
3/16/06
Meeting list*



DECLARATION OF POSTING

PUBLIC HEARING on March 29, 2006 to consider Lodi Tourism Business Improvement District levy of proposed assessment for fiscal year 2006 and confirmation of Annual Report

On Friday March 17, 2006, in the City of Lodi, San Joaquin County, California, a Notice of Public Hearing to consider Lodi Tourism Business Improvement District levy of proposed assessment for fiscal year 2006 and confirmation of Annual Report.

Lodi Public Library
Lodi City Clerk's Office
Lodi City Hall Lobby
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing is true and correct.

Executed on March 17, 2006, at Lodi, California.

ORDERED BY:

SUSAN J. BLACKSTON
CITY CLERK

JENNIFER M. PERRIN, CMC
DEPUTY CITY CLERK

JACQUELINE L. TAYLOR, CMC
DEPUTY CITY CLERK


DANA R. CHAPMAN
ADMINISTRATIVE CLERK



B-1

March 24, 2006

Dear Lodi City Council Member,

As requested, please find attached a copy of our budget breakdown by account for the 2006 LCVB calendar year. Our organization operates on a calendar year budget – from January through December.

I understand that the City Council would like to see a reduction in the funding that the City gives to the Visitors Bureau. After discussion with my Executive Board and reviewing our programs and funding needs I would like to propose a \$15,000 cut to our funding, each year over a 3 year period, whereby reducing our current City funding by a total of 36% or \$45,000. While the final commitment level by the City has yet to be determined, I believe that the proposed plan will allow the Visitors Bureau to still maintain critical programs while meeting the City's objective of reduced funding. This year is a critical funding year for the LCVB as we are in the process of moving our office and we will need to absorb not only tenant improvement costs but all costs necessary to furnish a new office.

That being said, I realize that the City has been under great budgetary constraints themselves. The fact that the TOT tax contributed over \$300,000 to the general fund last year is evidence of the return on investment the City receives when it invests in the tourism bureau. In addition, tourism dollars help support local businesses, provide jobs in the community and contribute to property/sales tax that provide dollars for City programs and services.

Thank you for your continued support of the Conference & Visitors Bureau. I will be out of the office from March 27-29th and then again from April 2-12th, but will be available by cell phone and email. Please feel free to contact me with any questions.

Sincerely,

Nancy Beckman
Executive Director
Lodi Conference & Visitors Bureau
(209) 996-9979 Cell
nbeckman@visitolodi.com

Bank of Lodi Chacking	Bank	
Exployee Advances	Other Current Asset	
Payroll Tax Payables	AP	
Capital Stock	Equity	
Opening Balance Equity	Equity	
Retained Earnings	Equity	
Income - BID	Income	\$165,000.00
Income-City of Lodi	Income	\$123,500.00
Income-Community Book	Income	\$0.00
Income-Other	Income	\$9,000.00
Income-Partnerships	Income	
Advertising	Expense	\$14,098.00
Amortization Expense	Expense	
Automobile Expense	Expense	\$2,500.00
Bank Service Charges	Expense	\$350.00
Cash Discounts	Expense	
Contributions	Expense	
Contract Labor	Expense	
Depreciation Expense	Expense	
Destination Marketing	Expense	
Dues & Subscriptions	Expense	\$2,775.00
Education/Conferences	Expense	\$1,250.00
Equipment Lease	Expense	\$8,640.00
Furniture & Fixtures	Expense	\$18,700.00
Gifts	Expense	\$150.00
Hospitality/Meetings/Meals	Expense	\$2,507.00
Insurance	Expense	
D&O	Expense	\$425.00
Health	Expense	\$11,000.00
Liability	Expense	\$550.00
Work Comp	Expense	\$2,575.00
Interest Expense	Expense	\$150.00
Finance Charge	Expense	
Loan Interest	Expense	
Mortgage	Expense	
Licenses & Permits	Expense	\$50.00
Miscellaneous	Expense	
Supplies	Expense	\$2,300.00
Personnel	Expense	
Salaries	Expense	\$126,000.00
Benefits	Expense	\$4,760.00
Postage & Delivery	Expense	\$3,000.00
Printing & Reproduction	Expense	\$7,250.00
Professional Development	Expense	
Professional Fees	Expense	
Accounting	Expense	\$2,500.00
Administration-City of Lodi	Expense	\$8,250.00
Legal Fees	Expense	\$1,500.00
Promotion	Expense	\$9,360.00

Recruiting	Expense	
Rent	Expense	\$33,170.00
Repairs	Expense	
Building Repairs	Expense	
Computer Repairs	Expense	\$5,500.00
Equipment Repairs	Expense	
Janitorial Expense	Expense	
Salaries	Expense	
Taxes	Expense	
Federal	Expense	
Local	Expense	
Payroll	Expense	\$10,850.00
Property	Expense	
State	Expense	
Telephone	Expense	\$1,700.00
Trade Shows	Expense	\$7,100.00
Travel & Entertainment	Expense	
Entertainment	Expense	
Meals	Expense	\$1,240.00
Travel	Expense	\$3,100.00
Utilities	Expense	\$4,200.00
Gas & Electric	Expense	
Water	Expense	
Interest Income	Other Income	
Other Income	Other Income	
Other Expense	Other Expense	

CITY COUNCIL

SUSAN HITCHCOCK,
Mayor

BOB JOHNSON,
Mayor Pro Tempore

JOHNBECKMAN

LARRY D. HANSEN

JOANNE MOUNCE

CITY OF LODI



BLAIR KING,
City Manager

SUSAN J. BLACKSTON,
City Clerk

D. STEPHEN SCHWABAUER,
City Attorney

CITY HALL, 221 WEST PINE STREET / P.O. BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 333-6702 / FAX (209) 333-6807 / www.cityclrk.gov

March 30, 2006

Nancy Beckman
Lodi Conference and Visitors Bureau
2545 W. Turner Road
Lodi, CA 95242

**RE: Resolution Confirming the 2006 Annual Report for the Lodi Tourism
Business Improvement District and Levy of Assessment**

The Lodi City Council, at its special meeting of March 29, 2006, adopted the enclosed resolution confirming the 2006 Annual Report for the Lodi Tourism Business Improvement District and levy of assessment.

Should you have any questions, please feel free to contact my office.

Sincerely,

Susan J. Blackston
City Clerk

SJB/JMP

Enclosure